

Q1: What best describes your current role? 16 ⓘ

Q1 - What best describes your current role? - Selected Choice	Count	Count
Reporter	63%	10
Editor	31%	5
Other	6%	1

Q2: Do you cover economics stories? 16 ⓘ

Q2 - Do you cover economics stories?	Count	Count
Yes, often	31%	5
Sometimes	56%	9
Almost never	13%	2

Q3: Do you cover environmental stories? 16 ⓘ

Q3 - Do you cover environmental stories?	Count	Count
Yes, exclusively	13%	2
Yes, often	50%	8
Sometimes	25%	4
Almost never	13%	2

Q4: How many years of journalism experience do you have? 16 ⓘ

Q4 - How many years of journalism experience do you have?	Count	Count
0-2	19%	3
3-5	38%	6
6–10	19%	3
More than 10	25%	4

Q5: Which best describes the coursework or formal training you have received in economics? 16 ⓘ

Q5 - Which best describes the coursework or formal training you have received in economics?	Count	Count
I have a degree in economics	6%	1
I have taken 1-2 courses	69%	11
I have taken 3 or more courses	6%	1
I have not taken any economics courses	19%	3

QID12: How would you rate your understanding of the following concepts? 16

How would you rate your understanding of the following concepts?	No understanding	Limited understanding	Moderate understanding	Strong understanding	Expert-level understanding
Supply and demand	0	0	3	13	0
Externalities	2	8	2	4	0
Marginal cost	3	5	3	4	0
Fixed and Variable cost	1	5	6	4	0
Electricity pricing	6	2	3	4	1
Dispatchability	10	3	3	0	0
Intermittency and grid balancing	7	4	4	1	0
Market structure of different energy markets	5	4	4	3	0
Opportunity cost	2	1	3	9	1

QID37: Do you feel confident reporting or editing stories about economics, energy, and energy economics? Which topics are you most concerned about getting wrong? 16 ⓘ

Do you feel confident reporting or editing stories about economics, energy,...

Not very confident. I'd be most concerned about getting economics or energy economics topics wrong.

I do because there are always experts to fact-check with and bounce ideas off. The topics I am most concerned about getting wrong concern fuel, particularly how blending works. It's also nerve-racking to touch housing and futures prices.

Yes.

I feel confident once I've been on the beat for a bit. I'm more confident in energy then in economics, I'm always worried about getting the flow of money incorrect.

I do not feel super confident reporting these concepts because I worry that my level knowledge will be taken advantage of by sources. I also don't want to misinform readers/listeners.

I am not very confident in that at all. I've only taken a few basic-level economics courses, none of which cover energy or energy economics. I'm incredibly poorly-suited to cover those kinds of stories.

Do you feel confident reporting or editing stories about economics, energy,...

I feel somewhat confident that, through research and talking to experts, I can fill in my knowledge gaps well enough to accurately report a story. Energy economics is an area I don't know as much about, particularly the topics for which I selected "no understanding" or "limited understanding" above.

Somewhat. I've written stories about the push for more nuclear power in the state and its relation to our current energy market, and understood most of the budgeting decisions behind it and the potential affect of their construction on customer rates.

Yes. I wouldn't say I'm more worried about getting these issues wrong than other issues - I always worry about getting things wrong! But with these issues I worry about not having the story be CLEAR. Translating these issues in a clear and concise way can be a challenge.

I do not feel confident because I feel like I am consistently reading the information wrong so I always aim to talk to an expert and make sure it is explained to me in a way I understand.

I do feel confident. I'm least confident when I am hearing opposing narratives from the sources involved i.e. utilities say this will save money & the consumer groups say it will cost money. Then it's my job to figure out what's what.

I don't feel very confident reporting on econ/energy topics, and I'm usually concerned I'll get something wrong.

At a functional level for GA audience, yes, but not at a technical level, though it doesn't come up much.

Yes. I am most concerned about getting stories that feature corporations wrong.

I honestly don't know a ton about energy market. I did a little work in that area in the late 1990s and early 2000s, and I've covered the TVA from time to time but not as a full-time beat. I know enough to know that it's complicated and that I'm quite likely to make mistakes if I'm not careful.

QID15: Which of these best describes your beliefs? 9 ⓘ

QID15 - Which of these best describes your beliefs?	Count	Count
Journalists generally cover economics topics well	56%	5
Journalists generally do not cover economics topics well	44%	4

1: When demand for a product increases and supply stays the same, what is most likely to happen? 16 ⓘ

1 - When demand for a product increases and supply stays the same, what is most likely to happen?	Count	Count
Prices decrease	6%	1
Prices increase	94%	15

2: Which best describes a negative externality? 16 ⓘ

2 - Which best describes a negative externality?	Count	Count
A cost paid directly by the buyer	6%	1
A cost imposed on people not directly involved in the transaction	81%	13

2 - Which best describes a negative externality?	Count	Count
A subsidy paid to producers	6%	1
All of the costs associated with a decision or transaction	6%	1

3: In simple terms, marginal cost refers to: 16 ⓘ

3 - In simple terms, marginal cost refers to:	Count	Count
The difference between the price recieved for a good and the cost of the good	25%	4
The cost of producing one additional unit	56%	9
The average cost per unit	6%	1
The price needed to recoup enough of one's cost to break even	13%	2

4: A utility is deciding whether to build a new power plant. Which of the following would most likely be considered a fixed cost? 16 ⓘ

4 - A utility is deciding whether to build a new power plant. Which of the following would most likely be considered a fixed cost?	Count	Count
The upfront cost of constructing the plant	100%	16

5: A utility is deciding whether to close a power plant. Which of the following costs should least be considered in that decision? 16 ⓘ

5 - A utility is deciding whether to close a power plant. Which of the following costs should least be considered in that decision?	Count	Count
The original cost of building the plant	94%	15
Labor costs required to keep the plant running	6%	1

6: Which statement is most accurate? 16 ⓘ

6 - Which statement is most accurate?	Count	Count
Retail prices can include transmission, distribution, and other costs beyond generation	94%	15
Retail prices are set by federal regulators	6%	1

7: Opportunity cost is best defined as: 16 ⓘ

7 - Opportunity cost is best defined as:	Count	Count
The total cost of a decision	13%	2
The value of the next best alternative that is given up	81%	13
The profit lost from a bad decision	6%	1

8: Solar is a nondepletable renewable energy source — meaning it can never be used up. Name one tradeoff or downside to using solar energy for electricity generation compared to other energy sources. 16 ⓘ

Solar is a nondepletable renewable energy source — meaning it can never be...

Developing solar power plants is costly.

Materials needed to build storage batteries and equipment to absorb energy.

Coal consumption would likely go down, meaning coal companies might go out of business and some workers could lose jobs.

I don't know if it's as much of a downside, but there needs to be a backlog for locations that might get more limited sun, on cloudy days solar production doesn't produce AS MUCH electricity and it may cause some complication depending on how their systems are set up.

The loss of the natural gas industry (people would have to pivot on all fronts)

I have no idea I'm so sorry

Without effective and accessible battery storage options, solar power is unreliable, as it can only be produced when the sun is shining.

Intermittent source. If the sun isn't shining well you aren't generating power.

The costs of solar upfront are quite expensive considering it is a less consistent source of energy depending on the environment and time of day.

It is inconsistent - cloudy days, nights, etc., can make it a difficult power source when it comes to balancing the grid. Unless you have sufficient battery storage.

It does not always produce the amount of energy that you need at a given time because it is dependant on a variety of things outside of human control.

It is intermittent, doesn't produce power at night. Also if you compare the infrastructure to coal or nuclear it won't last as long. But it's cheaper to build.

Constructing the panels themselves uses rare minerals that can be really expensive.

high upfront costs

Large land area needed to harness solar

The expense and externalities of manufacturing solar panels and storage batteries. These often create pollution, rely on mining materials in far-flung places, require tremendous amounts of energy or water, or all of the above.

9: Which of the following is the primary factor influencing gasoline prices in the United States? 16 ⓘ

9 - Which of the following is the primary factor influencing gasoline prices in the United States?	Count	Count
Global crude oil prices	81%	13
Profit margins	19%	3

10: A government sets a maximum price below the market price for a product. What is the most likely result? 16 ⓘ

10 - A government sets a maximum price below the market price for a product. What is the most likely result?	Count	Count
A surplus of the product	13%	2
A shortage of the product	88%	14

11: Which statement best describes how market structure differs across stages of the energy industry? 16 ⓘ

11 - Which statement best describes how market structure differs across stages of the energy industry?	Count	Count
Electricity generation can be competitive, while transmission and distribution are often natural monopolies	56%	9
Transmission and distribution is highly competitive, while generation is a natural monopoly	38%	6
All stages are tightly regulated	6%	1

12: What fuel generates the most electricity in the United States? 16 ⓘ

12 - What fuel generates the most electricity in the United States?	Count	Count
Oil	25%	4
Coal	6%	1
Nuclear	6%	1
Natural Gas	63%	10

13: Which of the following describes price discrimination? (Check all that apply) 16 ⓘ

13 - Which of the following describes price discrimination? (Check all that apply)	Count	Count
Charging different prices to different customers for the same product based on their willingness to pay	100%	16
Offering student or senior discounts for the same service	63%	10
Charging higher prices during peak times and lower prices during off-peak times	63%	10
Setting different prices for airline tickets depending on when you book	69%	11
Charging different prices based purely on race, gender, or ethnicity	75%	12
Offering coupons or discounts to some customers but not others	63%	10
Raising prices only because the cost of production increases	13%	2

QID35 - If you were to read a primer or attend an "Energy, Economics and "Energy Economics" training for journalists which topics would you most want covered?

Probably an overview of how the energy economy works and the basics of economics (supply and demand, opportunity cost, etc.)
How pricing for electricity, fuel, etc., works. Also, how global crude oil markets work. ALSO a slide at the end with other related readings and materials to continue one's education
How to hold power companies to account for price gouging and environmental damage.
Things lookign into where to begin looking, how to analyze the data, and local utility companies in the area. Essentially a how to build your base
The basics and what it means when certain sources tell us something (the subtext or the misleading)
How energy economics work and what a reporter/editor should be on the lookout for when covering these kinds of stories.
How pricing works — with utility costs rising, I'd like to better understand how much of each increase can reasonably be attributed to operating and fuel costs as opposed to maximizing shareholder profits.
N/A
N/A
How regulation does and does not affect customer energy prices, why the U.S. simultaneously exports oil and natural gas while importing oil and natural gas from abroad, a breakdown of the various subsidies energy producers receive from the federal government by energy type (renewable, oil, natgas, etc).
N/A
Business and operational differences between IOUs, munis and coops. How RTOs work together and what goes into "integrated resource planning."
Very basic economic lessons
N/A
Corporate power
The meanings of generation, transmission and distribution and how each market works in the U.S.; the hidden costs/tradeoffs of energy sources; neoclassical economics and its limits; deregulation, its successes and its failures; the role of public utility commissions in setting rates

QID39 - Anything you would like to note?

N/A

I need to read more

N/A

N/A

n/a

I am not great with economics!

N/A

N/A

N/A

N/A

N/A

Some of those were trick questions with subjective options!

N/A

N/A

N/A

N/A